

## In the mail

## Customer letters

K mart 3186, Maplewood, MO — Ms. Sylvia Lewis, employee

I am sorry that I do not know the manager's name but it is more important to know that one of your salespersons, Ms. Sylvia Lewis, in the Maplewood, Missouri K mart store, knows how to render some of the finest, courteous, and knowledgeable service I have encountered in decades of purchasing. She works with watches and associated merchandise.

She knows the customer's interests come first, and not an inventory check or the like, for example, on a busy Saturday afternoon, with a counter left vacant.

You are indeed fortunate to have Ms. Lewis in your employ. Many salespeople are afraid to communicate to their customers suggestions for improved service to their supervisory personnel. I myself have been told in other businesses by a salesperson that "you don't tell the boss anything." Evidently this is not your style of management, and I salute you. Maybe we Americans will catch up to the Japanese yet!

K mart 9057, Columbia, TN — M.D. Settlemyre, Manager, and Staff

I wish to write you a brief note concerning your local K mart store here in Columbia, Tennessee. My husband and I recently received a ceiling fan as a gift and the blades were not usable on the fan, so even though the fan did not come from the local store, we inquired about exchanging the blades which they did so with no problems, whatsoever. We are a regular customer and just want you to know that you could not ask for a more friendly, courteous, or efficient personnel than you have here in Columbia, TN; you are made more aware of this when a problem is handled as ours was.

Again thanks ever so much for your excellent store policies.

K mart 3122, Newport News, VA — F. L. Moretti, Manager and Trish Chandler

Recently my wife and I left a roll of 8 mm color film with your local outlet for duplication. Two weeks later we were horrified to learn that the laboratory to which it had been sent for duplication had "lost" it.

This was very distressing news, as the film was very precious to us. We made several calls and visits to your store to persuade your employees to make every reasonable effort to have the film found and returned to us.

Ms. Trish Chandler of the camera department was very patient and helpful. Apparently given strong support by her store manager, she underwent a vigorous campaign with the film lab on our behalf. She was finally successful in getting them to find our film and return it to us - a remarkable achievement in this era of indifferent customer service!

I was about to write to Ms. Chandler's manager to thank him or her for her efforts,

but decided that such a letter would be better addressed to the Customer Relations Department. Perhaps your firm has some kind of annual award program for outstanding employees; if so, we feel that these two employees, Ms. Chandler and her manager deserve our nomination!

It has been a real pleasure to write such a letter, and I believe it will be a matter of equal personal satisfaction to you to receive it. In fact, I hope that you will read it at your next board meeting.

K mart 4231, Vienna, VA — Duane Mahinske, employee

A few weeks ago I called K mart Tysons Corner, McLean, VA (No. 4231) to find out if they had a cassette player in stock. I was

On this particular occasion, however, I had the privilege of being served by a Ms. Traci Mayfield. This young lady so impressed me, I had to let you know. Her service was "above and beyond" the norm and her attitude is exceptional.

I was so thrilled by Traci, I feel everyone should know I cannot imagine a commendation equal to her attitude.

Traci will surely be a success in whatever she does. She is a fantastic young lady and it was a joy to meet her. Congratulations K mart, she will certainly keep customers coming to your store.

When complimented, Traci's reply was "It's my job to please the customer." I have seen that written on signs, but Traci shows the customer what it means.

Thank you for having such excellent employees!

K mart 3146, Baltimore, MD — G.A. Cramer, Manager, Susan Mangus, Assistant Manager

I am dependent upon my son for transportation to K mart stores. He usually takes me to a store near me.

This time, however, he drove me to your N. Point Blvd. store, where I found a pleasant environment — salespersons congenial and helpful — no run-arounds. I had occasion to speak to the Assistant Manager Susan Mangus, who proved to be most efficient, courteous and accommodating. She restored my faith in K mart.

Where one must deal with people, who at times are disagreeable, regardless of one's efforts to please - "getting along" with consumers is not only nice - it's essential.

You need not be reminded how competitive retail trade is and a sure way of increasing sales is with qualified personnel. You have that in the store manager and Ms. Mangus.

It is important to me that Ms. Mangus be commended personally. A special acknowledgement should be made to her for the gracious manner in which she handled my complaint and I am certain many others.

K mart 3107, Beloit, WI — Ms. Cindy Swacina, Pharmacist, Ms. Sandy Peterson and Linda Schaefer, employees

I would like to call attention to the fact that you have an outstanding employee at your Beloit, WI store, Ms. Cindy Swacina, Pharmacist.

Whenever I have had need for information, in person or by phone, she has been most patient, pleasant, and helpful in giving information and answering questions.

When I have a prescription filled, she makes sure that any special directions or restrictions are explained and understood. She always does those extra little things that make a difference.

## Customer Pleasers



Left, Al Krause, pharmacist at K mart 4218, Appleton, Wisconsin, Diane Winkler, pharmacist also at 4218.



The practice of preparing, compounding and dispensing drugs for customers from their doctor's prescriptions is an everyday occurrence for Diane Winkler and Al Krause. They are K mart 4218, Appleton, Wisconsin's pharmacists and very much concerned with assisting and pleasing customers. Being in the midst of the cold and flu season, they are both kept quite busy with filling prescriptions and answering questions about over-the-counter drugs.

Diane says, "I try to help a customer by answering their questions about over-the-counter drugs and showing them the location of items in the area." Her hobbies range from reading, sewing, needlepoint embroidery to music, gardening, fishing and collecting crystal balls. Her husband, Tom, is attending school on fire insurance.

Al says, "I try and make the customer feel that his or her problem is the most important problem in the world." Al is married and has a son 10 and daughter, seven. His hobbies include woodworking, studying finance, reading and martial arts.

assured by the department salesperson that they had many. Upon arrival, I was told they were sold out. Needless to say I was quite angry. Mr. Duane Mahinske took charge of the problem and turned a bad situation into a happy conclusion. It is my opinion that K mart Corporation should consider him a valuable asset. My thanks and appreciation to Duane Mahinske.

K mart 7312, Pearland, TX — Miss Traci Mayfield and Staff

As a regular K mart customer, I shopped at 7312 last week. All your employees have always been polite and treated me with the utmost courtesy.